

NYSCA 2013 REPORT



Call for Papers: Communities of Communicative Practice

Much communication scholarship over the past 50 years has focused on the inextricable link between interactive/dialogic processes and social network membership. That is, communication practices both create, and are created by, the networks in which social actors find themselves embedded.

The theme for the 2013 New York State Communication Association's annual conference is framed around the idea of networked communities of [communicative] practice. Such networked

communities can be framed from political, economic, interpersonal, sociological, mediated, group and organizational perspectives, and can focus on the theoretical, empirical and practical implications therein.

For example, how do networks of [communicative] practice come to influence relational satisfaction? How do networks of [communicative] practice come to sway the decision-making practices of small groups? How do networks of [communicative] practice come



to shape reactions to media content? How do networks of [communicative] practice come to affect psychological feelings of job satisfaction? How do networks of [communicative] practice impact the process of political dialogue?

(Continued on page 2)

Update: NYSCA Proceedings

The NYSCA Proceedings moved to Digital Commons last year, and the change seems to be doing a lot for us. Most significantly, the move has raised the visibility of the conference papers we publish. Last January, there were more

than 360 full-text downloads from our *Proceedings* site.

All submissions are blind peer-reviewed, so please consider presenting at this year's convention and submitting your paper for consideration in the Proceedings.

NYSCA features terrific work at its annual convention, and the world should know it. Please direct any questions you may have about the Proceedings to the editor at roconnel@rwu.edu.

-- Roxanne O'Connell

Top Student Paper Awards

Top Undergraduate Paper: 2012

Their image of me: A phenomenological study of professional dress choices by female professors
Laura Abbasi (McDaniel College)

Top Graduate Paper: 2012

Beyond critical communication: Noor's soap opera
Noura Hajjaj (Marist College)

NYSCA 2013: Save the Date

NYSCA CONFERENCE

OCTOBER 18-20, 2013
Honors Haven Resort & Spa
1195 Arrowhead Road
Ellenville, NY 12428



Register online:

<http://www.nyscanet.org/wp/conference/register>

New York State Communication Association, Page 1
<http://www.nyscanet.org>
Summer Newsletter 2013

Call for Papers: 2013 NYSCA Conference

(Continued from Page 1)

Are networks of [communicative] practice antecedents to, or effects of, interaction? By providing answers to, and engaging in critical reflection of these questions, scholars and practitioners will be better equipped to dialogue about and within the networks that make us, in a sense, social.

Panel proposals, posters, roundtables and completed papers are invited for submission. Work related to the conference theme is encouraged, as well as scholarship addressing a wide range of communication topics, from a variety of theoretical and methodological approaches. Creative presentation formats are also supported. Undergraduate and graduate submissions are encouraged and will be considered for

“top student paper” awards.

Submission Guidelines:

For completed papers of no more than 25 pages, please send identifying information (title page, author, affiliation, contact information) in a separate document. Papers should include a running head with an abbreviated title. Student submissions should indicate “undergraduate” or “graduate,” along with an abbreviated title in the running head.

For all other presentation formats, including panel proposals, posters, and roundtables, please include the title, the lead contact or panel chair, the participants/authors, affiliations, contact information, and a description of the panel, poster, or roundtable. For each paper in a panel

or roundtable proposal, please include a title, a list of authors, and abstracts of no more than 250 words.

A statement of professional responsibility should be included on the cover or title page of the submission and should state the following: “In submitting the attached paper/panel proposal, poster, or roundtable, I/we agree to present at the 2013 NYSCA conference if it is accepted. I/we further recognize that all who attend and present at NYSCA’s annual meeting must register and pay the required fees.”

Please email abstracts, proposals, and/or completed papers to Corey Liberman (cliberman@mmm.edu) no later than June, 2013.
-- Corey Liberman

2013 Neil Postman Mentor’s Award

Sal Fallica of New York University is this year’s Neil Postman Mentor’s Award winner.

The history of the Mentor’s Award, and its naming after Neil Postman, came as the result of Neil’s support of NYSCA and his students’ involvement in both its annual conference and the association. Since the media ecology program at NYU held its own conference in the Catskills in October (during the Fall foliage season), and the two conferences were often only a week apart, Neil

decided it would be more than worthwhile for him to drive “up-state” for an additional weekend and become an active presence and participant in our conference.

More importantly, however, he viewed the NYSCA conference as an additional venue for his students to present their research, as a means for them to go and grow beyond the media ecology audience automatically predisposed to such work, and as an admittedly self-serving means to introduce the media ecology

perspective to a wider audience. And, of course, it didn’t hurt that the conference was local and inexpensive enough that students could pile into their caravan of cars and attend! One of the great and real consequences of Neil’s commitment is that a number of his students went on to become NYSCA presidents, and to coordinate its conference, helping to ensure the Association would continue its successful march toward its impending diamond 75th anniversary.

(Continued on page 4)

President's Address: 2012 Conference Highlights

On a dark and stormy Friday afternoon in mid-October, the Honors Haven Resort and Spa tingled with anticipation, glowing chandeliers and shining tile floors echoing ghostly reminders of the Catskills resort's heyday. As rain pummeled the windows, I fielded the many text messages and phone calls promising eventual arrivals and ruining the dangerously poor driving conditions. Still a bit jittery from having spent the previous night as the sole occupant of the wing designated for conference guests, I fussed and fretted over arrivals, registrations, and the raging weather outside. Slowly, first one-by-one and then in growing clusters, people began to arrive. Voices chimed in boisterous greetings, replacing the ghostly echoes. The conference had begun.

The weekend's first featured speaker, Dr. Tom Cooper, of Emerson College's Department of Visual and Media Arts, opened the discussion of communication ethics by linking media use to epistemology, pointing out that our interpretations of the world are informed largely through not first-hand experience, but entertainment media and social networks. That mass media expands what is knowable is hardly new, but what is so striking about 21st century epistemology, argued Dr. Cooper, is the character of that knowledge, comprised of

Wikipedia, serialized sensationalism, tweets, and sound bytes. The undergraduate students in the audience exchanged skeptical yet amused glances as Dr. Cooper listed people and events from politics to popular culture and questioned what we really "know" about them. Within moments, however, he had everyone's rapt attention as he offered a seemingly radical suggestion: know the world differently by taking a media fast. Media are the canopy over our possible interpretations of the world, including our ethical interpretations, and to engage media ethics is to engage in other ways of knowing. Dr. Cooper's lively descriptions of his many classroom experiments in media fasts provided concrete, practical suggestions for how all of us can reexamine the source of our respective views about the world and our decision-making within it.

While a media fast certainly seemed reasonable for the rest of the evening, given the lively face-to-face conversations sparked by Dr. Cooper's talk and the joys of reuniting with friends and colleagues, a dietary fast was clearly not an option as conference-goers converged on the Honors Haven dining room. The first meal together of the weekend is always a meaningful reminder of what makes the NYSCA community so special, as new faces intermingled with long-time members and

laughter punctuated the animated murmurs and clinking dinnerware. After dinner, the second annual NYSCA Community Pecha Kucha sealed the deal: The gloom of the stormy night could not penetrate this assembly.

Just the opposite had occurred by morning; the conviviality of the gathering seemed to have wrought its magic on the surroundings as conference-goers clutched their morning coffees and dove into a hearty breakfast of french toast and sausage. Outside the huge windows of the dining room, the surrounding landscape was shrouded in morning mist. Suddenly, as if a giant hand had wiped condensation from the windows, sunshine burst through and the glorious fall foliage of the surrounding Catskills replaced the weary murkiness.

Whether new to NYSCA or attending for the tenth time, all diners could be seen to remark on the incredible backdrop. The moment ushered in a lively, engaging day of sessions, with presentation topics from top student research and great teaching ideas to classroom ethics, professional ethics, and the ethics of mediated representation, among many others. After a long day of panels and presentations, attendees still had several more treats awaiting them.

(Continued on page 4)

2012 Conference Highlights

(Continued from Page 3)

First was a special plenary session paying tribute to Yiddish theater star, Molly Picon. Performed by Diane Cypkin, Professor of Media, Communication & Visual Arts at Pace University, this musical salute combined a lecture about Molly's life and career with singing of several of the marvelous songs she made famous. Dr. Cypkin proved an impressive singer and storyteller, weaving humor, poignancy, and autobiographical elements to paint a moving portrait of a cultural icon whose impact on Jewish culture—and popular culture at large—was immense. The audience laughed, nodded along with the familiar tunes, and shared knowing smiles at the memories Dr. Cypkin's narrative conjured.

The second of the evening's special events—and the final formal event of the conference—was Dr. John Shotter's keynote addressing another kind of epistemological question in communication ethics, that of the words that are cre-

ated in the meeting of two unique human beings. Dr. Shotter, Emeritus Professor of Communication at the University of New Hampshire and a prolific writer and speaker, offered an exploration of what would be entailed, ethically, in knowing the other and relating to the other as unique, on their own terms. He began by rejecting transmission models of communication because they assume a mechanical world of separate, interacting identities acting according to discoverable laws. Instead, he reminded, communication is something that occurs amongst us: "dialogically-structured communication must have a certain witness-feel to it."

Ethically, there should be a feeling of being in touch with something other than oneself. This feeling is established through dialogic activity, the ceaseless, spontaneous, living, indivisible kind of communication that changes not simply knowledge, but our very ways of being in the world. Dr. Shotter's remarks resonated deeply with

the NYSCA community, a community whose identity has deep roots in supportive, nurturing, collegial relationships.

At breakfast the next morning, we wrapped up another successful and memorable NYSCA convention with the annual executive board meeting. This meeting always signals my relief at having avoided too many planning crises, my sorrow at having to say goodbye to so many friends until next year, and my excitement for a new year with new initiatives and new faces on the Board.

Between Corey Liberman's plans for the 2013 convention and early brainstorming for the big 75th, NYSCA has much to look forward to. I am grateful for all of the dedicated members of this community, whose support and enthusiasm made 2012 a great year and will make each subsequent year better than ever. Looking forward to seeing you in October 2013!

-- Cheryl Casey

Neil Postman Mentor's Award

(Continued from Page 2)

Sal – who is one of Neil's former students – has followed in Neil's footsteps over the many years he has been a NYSCA member and attended our conference.

And he comes to the conference time and again mainly because of this important opportunity the conference provides: the opportunity to bring his best and brightest students to join us,

to present their research to our welcoming academic family, and, hopefully, to consider becoming part of our family themselves.

-- Thom Gencarelli

Member Updates

Anastacia Kurylo, Ph.D., a long-standing NYSCA member on the Nominating Committee, has edited an intercultural communication textbook with SAGE.

Inter/Cultural Communication: Representation and Construction of Culture provides an update to many of the other intercultural textbooks on the market which have traditionally focused on the differences between cultural groups. Over 40 contributors including Howie Giles, Mark Orbe and Donal Carbaugh have provided chapters, case studies, and narratives discussing a variety of

broadly defined cultural groups and relevant topics. NYSCA's past presidents Brian Cogan, Brad Crownover, and Marie Radford also provided outstanding contributions to the text.

Inter/Cultural Communication also incorporates a social construction approach providing readers with a more all-encompassing view of how intercultural communication is understood in the field at large.

Readers benefit from a variety of features in the text that facilitate learning including brief Living

Culture narratives that provide first-person perspectives on cultures and case studies that provide research oriented insights into various cultural groups. The text incorporates a variety of unique chapters not typical of other similar texts including chapters on ingroups and outgroups, culture and conversation, and advocacy.

For more information about the text visit <http://www.sagepub.com/books/Book234817>.

Contact SAGE for evaluation copies of the text or Anastacia directly at anastacia@kurylo.com.

Constitution and By-Laws: Proposed Revisions

Dear NYSCA Members,

At the last conference, the Constitution Committee was elected as per Article VI Section 7 of the current constitution. The committee consisted of Ari Kissiloff (chair), Cheryl Casey, Susan Jasko and Viviane Lopuch.

The charge was to review the current document with an eye towards finding areas in which current practice does not match the rules, and either change current practice or adapt the document to match. Developments in the field, economics, and technology have all necessitated adaptations that our governing documents have not kept up with.

The committee created an online shared document with the original (last updated over a decade ago) and made notes and suggestions for areas that needed adjustment. These were collated into one plan (and discussed in cases where there was not consent on how to handle certain sections) and now exist in two forms.

One is the constitution document itself with additions and deletions noted. The second is a document which breaks down the different changes, itemizes them, and provides commentary (explanation and justification) for the changes.

This document is included in the Summer Newsletter, and both

documents are now posted online: <http://www.nyscanet.org/wp/?p=447>

The next step will be for the membership to vote. This will occur at the Fall Conference. Members will have the opportunity to vote for or against the individual proposals, and also to vote for or against the entire slate at once. This way, if you have a concern with a particular section, you can vote in favor of others that you do agree with.

Submitted on behalf of the Constitution Committee.

NOTE: Proposed revisions (April 2013) posted on Page 6

Constitution and By-Laws: Proposed Revisions

(Continued from Page 5)

Submitted by the Constitution

Committee:

Ari Kissiloff, Chair

Cheryl Casey

Susan Jasko

Viviane Lopuch

CONSTITUTION

PROPOSAL A

Article I (Name and Purpose), Section 2: Purposes

Original:

The purposes of this organization shall be: to encourage communication education in New York State, to serve the interests of the members of the Association, to speak for the profession in matters of policy, to set goals and standards for the profession in the state, and to promote close relations with other educational organizations in the field of communication.

Revision:

The purposes of this organization shall be: to encourage human communication scholarship and education in New York State, to serve the interests of the members of the Association, to foster student interest in the academic and applied fields of communication, to nourish a community of students, scholars, and practitioners, to promote cross discipline connections, and to promote close relations with other educa-

tional organizations in the field of communication.

Rationale:

The original was vague, and referred to things the organization does not currently do, nor does it seem interested in doing (vis a vis setting standards). This aligns more closely with actual practice.

PROPOSAL B

Article IV, Section 1: Officers (and many others)

Change "Director of New Media" to "Director of Web and Social Media"

Rationale: Original title vague, yet all encompassing. This title better describes the duties and responsibilities of this position.

PROPOSAL C

Article IV, Section 5: Vice President-Elect

Original:

The Vice President-Elect shall assist the Vice President in his/her duties. In particular, the Vice President-Elect shall coordinate the solicitation of sponsorships to raise revenue in connection with the convention and be responsible for coordinating and presenting the Excellence Awards for undergraduate and graduate student research at the annual convention.

Revision:

The Vice President-Elect shall

assist the Vice President in his/her duties. In particular, the Vice President-Elect shall assist with conference preparation as directed by the Vice President and will coordinate all of the awards committees and the nominating committee by getting updates from the chairs in June, August, and written reports in September; as well as coordinating and presenting the Excellence Awards for undergraduate and graduate student research at the annual convention.

Rationale: To bring position description in line with past and current practice, to ensure a clear succession path for conference coordination.

PROPOSAL D

Article IV, Section 6: Recording Secretary

Original:

The Recording Secretary shall record and keep accurate minutes of all Executive Council and Association meetings and transmit copies of all minutes to the Executive Council, the Archivist, and the Editor of Reports. The Recording Secretary shall also keep an updated list of the Association officers.

Revision:

The Recording Secretary (or designee) shall record and keep accurate minutes of all Executive Council and Association meet-

Constitution and By-Laws: Proposed Revisions

(Continued from Page 6)

ings and transmit copies of all minutes to the Executive Council, the Archivist, and the Editor of Reports. The Recording Secretary shall also keep an updated list of the Association officers.

Rationale:

The recording secretary has not always been able to be at every meeting, and this codifies current practice of designating a temporary replacement so that notes are taken and logged.

PROPOSAL E

Article IV, Section 9: Director of Outreach and Promotion

Original:

The Director of Outreach and Promotion shall coordinate the annual new member drive; maintain contact with the chairs, Deans, and directors of community college, 4-year undergraduate, and graduate communication programs throughout the state; develop relationships with other organizations where cross-promotion is in the best interest of the Association; and cultivate the image of the Association.

Revision:

The Director of Outreach and Promotion shall coordinate the annual new member drive; coordinate the solicitation of sponsorships to raise revenue in connection with the convention; maintain contact with the chairs,

Deans, and directors of community college, 4-year undergraduate, and graduate communication programs throughout the state; develop relationships with other organizations where cross-promotion is in the best interest of the Association; and cultivate the image of the Association.

Rationale:

This function had never been explicitly assigned to a board member in the past and there has been confusion as to who is responsible for this important outreach.

PROPOSAL F

Article IV, Section 11: Archivist (and others)

Original:

The Archivist shall serve as the historian and archivist for the Association. He/she shall be responsible for maintaining all of the printed records of the Association and for providing such information to the Executive Council as requested.

Revision:

The Archivist shall serve as the historian and archivist for the Association. He/she shall be responsible for maintaining all of the printed and digital records of the Association, and for providing such information to the Executive Council as requested. The Archivist will be appointed every three years by the Executive council.

Rationale: The position of archivist has been listed as "ongoing" and as such is the only non-elected or appointed position in the organization. While ideally this person would take the position for an extended period of time (for consistency) there should be a mechanism for new persons to be appointed. This revision provides that mechanism. In addition, the term "digital" has been added to records, as the majority of our official output is now in non-paper form.

PROPOSAL G

Article IV, Section 16: Chair of the Nominating Committee

Original:

The Chair of the Nominating Committee shall be charged with steering the duties of the Nominating Committee (as outlined in Article VI., Section 1.). The Chair of the Nominating Committee shall also assist in providing nominees for those offices appointed by Executive Council (as outlined in Article V., Section 3.) and present these at the Spring Executive Council meeting.

Revision:

This role will be fulfilled by the previous Immediate Past President. The Chair of the Nominating Committee shall be charged with steering the duties of the Nominating Committee (as outlined in Article VI., Section 1.). The Chair of the Nominating Committee shall

Constitution and By-Laws: Proposed Revisions

(Continued from Page 7)

also assist in providing nominees for those offices appointed by Executive Council (as outlined in Article V., Section 3.) and present these at the Spring Executive Council meeting.

Rationale: Makes official common previous practice.

PROPOSAL H

Article V (Executive Council), Section 2: Meetings

Original:

Regular meetings of the Executive Council shall be held semi-annually: during the annual convention, and during the Spring, at the site of the upcoming convention when possible.

Revision:

Regular meetings of the Executive Council shall be held semi-annually: during the annual convention, and during the Spring, at the site of the convention of the Eastern Communication Association (or other location as announced at the annual convention). The Spring meeting may be attended virtually if travel to the ECA site is not possible.

Rationale: Codifies past and consistent practice.

PROPOSAL I

Article VI, Section 1: Nominating Committee

Original: A three-person Nominating Committee shall be nominated and elected by the membership at the general business meeting of each annual convention, with one person nominated and elected to serve as Chair of the Committee. The Nominating Committee shall then nominate candidates, and report on their nominations at the Spring meeting of the Executive Council, according to the following schedule: annually, at least two candidates for Vice President-Elect, Recording Secretary, Student Representative, and one of the three Members-at-Large; and two candidates every third year for Treasurer, Executive Secretary, Director of Outreach and Promotion, and Director of New Media.

Revision:

Two members of the Nominating Committee shall be nominated and elected by the membership at the general business meeting of each annual convention, with the previous Immediate Past President to serve as Chair of the three person committee. The Nominating Committee shall then nominate candidates, and report on their nominations at the Spring meeting of the Executive Council, according to the following schedule: annually, at least two candidates for Vice President-Elect, Recording Secretary, Student Representative, and one of the three Members-at-Large; and two candidates every third year

for Treasurer, Executive Secretary, Director of Outreach and Promotion, and Director of New Web and Social Media.

Rationale: Clarifies practice and who is in charge of the committee.

PROPOSAL J

Article VI, Section 2: Publications Committee

Original:

Section 2. Publications Committee The Publications Director shall appoint one member of the Executive Council and one non-officer member of the Association to serve on the Publications Committee, with at least two members of the Committee also serving in some official capacity for The Atlantic Journal of Communication. All members shall serve a three-year term. The Publication Committee shall serve as NYSCA liaison to the Atlantic Journal of Communication; monitor NYSCA membership on the journal's Editorial Advisory Board; consult with the Executive Council on all matters pertaining to the Association and the journal's publishing agreement with Lawrence Erlbaum Associates; help Council secure candidates for the offices of Editor of Proceedings and Editor of NYSCA Reports; help the Nominating Committee secure candidates for the office of Director of New Media; and provide

Constitution and By-Laws: Proposed Revisions

(Continued from Page 8)

oversight for all of the Association's publications, including its website.

Rationale: Streamlines the print and electronic publications personnel. Allows for better communication between print and web divisions.

PROPOSAL K

Article VI, Section 7: Constitution Committee

Original:

The Chair of the Constitution Committee shall be elected on an ad hoc basis at the Spring meeting of the Executive Council. The chair, in turn, shall select two members of the Executive Council and two non-officer members of the Association to serve on the Committee.

Revision: The Chair of the Constitution Committee shall be elected on an ad hoc basis at the Spring meeting of the Executive Council. The chair, in turn, shall select two members of the Executive Council and up to two non-officer members of the Association to serve on the Committee

Rationale: Five people is overkill for this committee, which does not conduct business on a regular basis. This allows for a size of 4-5 people on the committee.

PROPOSAL L

Article VII (Amendments), Section 2: Procedure

Original:

The proposed amendment, approved by a majority of the Executive Council, or signed by fifteen members, must be submitted to the Archivist in writing prior to the Spring meeting of the Executive Council. It shall be published in NYSCA Reports and/or distributed by mail to the full membership at least three weeks prior to the annual convention of the Association. It shall be placed on the agenda of general business meeting of the annual convention.

Revision:

The proposed amendment, approved by a majority of the Executive Council, or signed by fifteen members, must be submitted to the Archivist in writing prior to the Spring meeting of the Executive Council. It shall be published in NYSCA Reports and/or distributed by email to the full membership at least three weeks prior to the annual convention of the Association. It shall be placed on the agenda of general business meeting of the annual convention.

Rationale: Email is the currently accepted practice for communication with the membership. Distribution of these amendments by mail causes a financial burden in terms of printing, collating, and postage.

BYLAWS

PROPOSAL M

Article I (Membership, Dues, and Fees), Section 1: Categories of Membership

Original:

There shall be eight categories of membership in the Association: regular, joint, sustaining, life, emeritus, student, affiliated association, and institutional. Regular membership. Any person interested in promoting the purposes of the Association may be admitted to regular membership. Joint membership. Any person who is a member in good standing of both the Association and its sister organization, the New Jersey Communication Association, may be admitted to joint membership, as subscription to The Atlantic Journal of Communication is a member benefit of both organizations.

Revision:

There shall be five categories of membership in the Association: Standard, Student, Joint, Institutional, Sustaining, Emeritus, and Life.

Standard: Any person interested in promoting the purposes of the Association may be admitted to regular membership.

Constitution and By-Laws: Proposed Revisions

(Continued from Page 9)

Joint membership: Any person who is currently a member in good standing of our sister organization, the New Jersey Communication Association, may be admitted at a discount to joint membership, as subscription to The Atlantic Journal of Communication is a member benefit of both organizations.

Rationale: Many of these membership options are not supported by our membership forms or used anymore, and are confusing. The process for interaction with NJ joint membership was also clarified.

Also specified that undergraduate students do not receive the jour-

nal, but graduate students do. Also removed "affiliated membership" as we don't have any and there is no practice for dealing with them administratively.

PROPOSAL N

Article V (Procedures for voting and reporting of vote on elections), Section 3: Tabulating and Reporting

Original:

The President shall appoint a committee of at least three tellers to tabulate the vote and report the results. The results of the election shall be published in the next issue of NYSCA Reports

Revision:

The President shall appoint a committee from the general

membership of at least three tellers to tabulate the vote and report the results. The results of the election shall be published in the next issue of NYSCA Reports.

Rationale: Did not specify from membership or executive committee, so specified in favor of a larger pool of participants.

PROPOSAL O

Article VIII (Amendments)

This section duplicated the amendments from the constitution section and was removed and the subsequent section renumbered from IX to VIII.

Constitutional documents are now posted online at <http://www.nyscanet.org/wp/?p=447>